



September 10, 2008

CHRISTINE O. GREGOIRE
Governor



STATE OF WASHINGTON
OFFICE OF THE GOVERNOR

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Greetings from the Governor
September 10, 2008

I am pleased to extend warm greetings to all of those attending the 2008 Governor's Commute Smart Awards.

Congratulations to this year's award winners, who have shown their commitment to encouraging employees to reduce drive-alone commuting. Your best practices are a shining example to both public and private sector organizations, and I am glad they will be shared throughout the state.

I also want to recognize those of you attending the state's public transportation conference. Your dedication to providing reliable, affordable, and environmentally friendly alternatives for thousands of commuters every day is critical to our state's transportation system. Your services help connect communities across the state and help our citizens gain independence, accessibility, and mobility.

Recent high gas prices have led an increasing number of drivers to consider alternatives. With your help, more and more Washington citizens are choosing smart commute options such as riding or driving with others, riding the bus or train, bicycling, walking, or working from home.

Today we kick off the new "Reinvent Your Commute" campaign to prompt drivers to think about their commute options and to provide them with information and tools to act. To help our citizens with immediate gas price relief, the state is finding additional carpool and vanpool lots, providing do-it-yourself materials, and upgrading rideshare online.

Collaboration between business and government is keeping Washington moving, and, with your help, we will relieve traffic congestion and reduce our overall fuel consumption in an environmentally-responsible way.

Thank you for coming, and please accept my best wishes for an enjoyable ceremony.

Sincerely,

Christine O. Gregoire
Governor





Agenda

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Katy Taylor, Washington State Department of Transportation

Keynote Presentation: Moving Washington

Paula Hammond, Secretary of Transportation

Presentation of 2008 Governor's CommuteSmart Awards

Katy Taylor

Paula Hammond on behalf of Governor Gregoire

Launch of "Reinvent Your Commute"

Governor's Proclamation

Katy Taylor

Closing Remarks

Katy Taylor

Adjourn

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Amgen

Astronics

Bingo King Company

Children's Hospital and Regional Medical Center

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City of Olympia

Clark County

Clark Public Utilities

Fiserv Health

General Plastics

Honeywell

Hytek Finishes

Interfaith Community Health Center

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KPS Health Plans

Microsoft Corporation

Navy Intermediate Maintenance Facility

Pacific Lutheran University

Phillips Healthcare

Pitney Bowes

Recreational Equipment Inc.

Rings & Things

Seattle Tacoma International Airport

Sharp Microelectronics of the Americas, Inc.

Spokane County

Sportsworld Northwest, Inc.

State Farm Insurance

Symetra Financial

Tacoma Lutheran Home

Tacoma Public Utilities

Tetra Tech, EC Inc.

T-Mobile

University of Washington – Bothell Campus

University of Washington – Seattle Campus

University of Washington – Tacoma Campus

US Marine & Meridian Yachts

Village Books

Washington State Department of Community,
Trade, and Economic Development

Washington State Department of Ecology

Washington State Department of Health

Washington State Department of Labor and
Industries

Washington State Department of Transportation
– NW Region

Wood Stone Corporation

Yamato Engine Specialists

2008 CommuteSmart Award Recipients

Established in 1998, the CommuteSmart award recognizes the best practices of Washington State employers who have done an exemplary job of encouraging their employees to use commute options. They've accomplished this through the creation and delivery of innovative, effective programs that reduce traffic congestion, improve air quality, and save energy.

Outstanding New Program Award

This award honors employers with new programs or program elements launched in the past two years that have shown results. Award winners in this category have demonstrated strong commitment and investment by implementing new initiatives.

Microsoft Corporation

Microsoft launched the Connector in September 2007 and currently has 13 routes offering 140 trips. On-board amenities, such as WI-FI, bicycle storage, overhead storage, and reclining seats make riding the bus convenient, comfortable and productive. The Connector was designed to enhance Microsoft's existing commute program to provide a robust set of attractive commute options including a free transit pass, priority parking for carpools and vanpools, vanpool subsidy, bicycling amenities, and guaranteed ride home program. A rider communication tool, www.Connectorride.com, was created to guarantee a seat when they board. Riders can book recurring and one-time trips along with booking a parking space at one of eleven Park & Ride facilities Microsoft leases from shopping centers or local community organizations. Riders coming from Seattle can

reserve a space on a vehicle's bicycle rack to make sure there is a place to store their bicycle.

As a result of this new program and other commute offerings, the SOV rate has dropped from 66% to 62% in one year and bus ridership has increased from 9% to 13% in Redmond with the Connector serving 8,000 riders. The Connector sets an example showing that it is possible to get employees to and from work, other than driving alone.

Outstanding Achievement in Non-Motorized Commuting Award

Non-motorized commuting represents the ultimate in a carbon-free, energy-saving commute. This award honors employers with effective programs to increase bicycling and walking to their worksite.

Honeywell

Honeywell recognizes the value of supporting this viable alternative commuting mode and gives it the status it gives to any other alternative mode. Honeywell demonstrably supports bicycling and the programs and resources required to make it a viable mode of transportation to and from work. This is a breakthrough attitude by a main stream, successful corporation, and it becomes the benchmark for other companies to follow in non-motorized commuting incentive programs.

Outstanding Achievement in Program Marketing Award

This award honors employers with creative and effective strategies to market their program and increase the use of commute options to their worksite. Outreach is an essential element of any successful employer program.

Tacoma Public Utilities

Tacoma Public Utilities is located in an industrial area, far from amenities, with limited bus service and a sea of free parking, yet many its 1,150 employees arrive in one of the company's 32 vanpools – a larger vanpool program than any other Pierce County worksite. This success can be attributed to employee transportation coordinator (ETC) Randy Stearnes. He has made a commitment to creating a culture of vanpooling and commute alternatives the norm at Tacoma Public Utilities (TPU). He participates in all local and statewide campaigns by creating his own marketing. Randy writes commuter articles in the TPU newsletter. And he does all of this with a joking, witty style. Amazingly, Randy has been keeping it light and fresh and funny as an ETC for 10 years. Randy creates funny taglines and logos for the CAT (Consider Alternative Transportation) Club he created to entice vanpool riders using hysterical images of cats from cute to enraged in his marketing material.

Outstanding Achievement in Telework Award

Teleworking continues to expand in Washington State, with the potential for much more growth. This award honors employers who are leading the way with strong policies and practices in support of telework at their worksite.

Fiserv Health

Even without a budget, Fiserv delivers an outstanding CTR program through vanpool and carpool promotions and ridematching, as well as providing onsite amenities such as covered and uncovered bicycle spaces, clothes lockers, and showers. One of their most effective CTR program elements is their telework program that has an 18 percent employee utilization rate. Both Fiserv and its employees have witnessed the direct benefits of a strong telework program. Starting with the cost savings management sees with lower office space and equipment rentals all the way to the savings employees experience with lower fuel costs. Employees enrolled in the telework program meet and maintain a higher level of production and quality goals that allows the organization to maintain its competitive edge while reducing its regional environmental and traffic congestion impacts.

Outstanding Achievement in Parking Management Award

This award honors employers who have successfully used parking management strategies to promote the use of commute options to their worksite. Parking management, while sometimes challenging, can be one of the largest contributing factors to program success.

Spokane County

The Spokane County campus is in an area of Spokane that has extremely limited parking. There are only 519 parking spaces for the over 1,400 County employees employed on campus. The County has effectively used the CTR portion of their program to help ease the parking problem through the use of key elements including a guaranteed ride home program, free rideshare parking for vanpools and

carpools, gas vouchers for carpools, free public transit, vanpool subsidies, gift card incentives for walkers and bicyclists, monthly prize drawings and participant candy rewards. In spring 2005, the ETC, Don McDowell successfully negotiated with Spokane Transit a “County Pass” program which provided free public transit to employees using County ID badges. In 2007, the ETC worked on improving the bus pass program, and in January 2008 implemented the “Smart Card” program with Spokane Transit. Over 500 County employees now have and use a Smart Card. Ridership on public transit has increased 51.9% in the last year. With the implementation of \$33 gas cards for carpools, carpool ridership is up 42% over last year. These efforts, along with the monthly incentives for the other modes, have reduced the parking problems, traffic congestion around the campus, and provided a service to the employees that is now considered an employee benefit.

Outstanding Achievement in Providing Site Amenities Award

This award honors employers who have implemented on-site amenities to support the success of their program. On-site facilities and services reduce the need for employees to make trips away from the site during the day and provide a strong incentive for using commute options.

Phillips Healthcare

Phillips Healthcare offers an impressive list of 29 on-site amenities – including a hair salon, personal employee catering, and a rock climbing wall - along with a comprehensive transportation demand management program for their employees. Phillips is situated on several acres of beautifully landscaped grounds featuring walking trails, ponds, gardens, and

benches for reducing employee stress even further. Management support and the active employee transportation coordinators help the Phillips commute trip reduction program deliver great results. Approximately 20 percent of the Phillips Healthcare workforce participates in their program by finding a better way to get to work than driving alone. Their four vanpools, which eliminates 25 single occupant vehicles daily, travel from all over the region – Everett, Marysville, Snohomish and as far away as Kingston. Three of these vanpools have been helping to ease congestion on our roadways for more than 10 years each!

Outstanding Achievement in Overcoming Site Challenges Award

Many worksites are located in a less than ideal built environment. This award honors employers who have successfully overcome site challenges to achieve program success. Award winners in this category demonstrate creativity and efficiency to deliver effective programs in spite of their site challenges.

Bingo King Company

Every two years all the affected worksites have to survey their employees to measure single occupancy vehicle (SOV) and vehicle miles traveled rates. Bingo King has a workforce of more than 200 employees that speak nine different languages. They distributed surveys in Vietnamese, Cambodian, Spanish, Russian, and English in order to be in compliance with the law. Their 80 percent response rate revealed that their SOV rate was reduced by 13 percent. This meant that Bingo King made their CTR goal for the seventh measurement with almost 40 percent of their employees using a commute alternative! Bingo King helps its employees meet up with other employees that speak the

same language to encourage carpooling and bus riding. Coordination among the various departments is the key to making their CTR program a huge success.

Navy Intermediate Maintenance Facility

Naval Intermediate Maintenance Facility Pacific Northwest has had a unique and challenging problem with implicating a commuter option program. They are located on a secure base behind a limited access seclusion area. With mass transit not being allowed in this area, they have had to utilize the resources at their disposal. With an increased campaign to promote commuter options they have increased the use of carpools and vanpools. They have also started using working/driver buses to overcome the security issues with public transportation. They have also partnered with Kitsap Transit to conduct rideshare fairs to increase the knowledge base of the employees. Through their aggressive information campaign and their partnership with the transit coordinator, Intermediate Maintenance Facility has made it possible to overcome their site challenges to increase their CTR program participation.

Washington State Department of Ecology

The Department of Ecology building is located in Lacey away from the capitol campus, other state agencies and other affected employers. The Lacey Building houses Department of Ecology's headquarters' offices and its Southwest Washington Regional Office. The Lacey location presents difficulties for employees to find ride matches and increases the distance employees travel by bus. Local transit buses do not enter the complex. Bus riders must access buses on a nearby public street; they must

cross a pedestrian-unfriendly street to arrive at or leave the facility. Ecology has been able to address the site challenge because employees and management are committed to "walking their talk" when it comes to Commute Trip Reduction. Ecology has a strong bicycle program and participates yearly in bicycle commuter contests. Ecology also has the Pat Holm Award (named after a retired bicyclist) that is awarded yearly to Ecology bikers who bike the most days or the most miles. Ecology encourages flexible work schedules and compressed work weeks and telecommuting. Ecology also offers financial incentives for employees who carpool, vanpool, walk, bicycle and ride the bus to work. Infrastructure items to support alternative means of commuting including showers, bicycle and clothing locker were included when the Department of Ecology building was constructed fifteen years ago. Ecology realized early on that financial incentives would be helpful in encouraging Commute Trip Reduction and started a voluntary paid parking program to help pay for these incentives. The Department of Ecology has a full-time Commute Trip Coordinator position which works closely with employees and managers to enhance commuting alternatives at Ecology.

Wood Stone Corp

Wood Stone Corporation is honored to accept this award for Outstanding Achievement in Overcoming Site Challenges. Wood Stone is located on the outskirts of Bellingham and faces the obstacles of limited transit service and challenging roads for bicycling. Despite these difficulties, we have worked hard to encourage our team to choose alternative methods of transportation. The example of Harry Hegarty, Co-President of Wood Stone, who does not

own a car and bicycles everywhere he goes, is an inspiration to the whole company. Currently, about 60% of our 74 member workforce are registered Smart Trips participants. We are enthusiastic about taking part in local and statewide promotions. In addition to the prizes that Smart Trips provides, we have implemented our own incentive programs to support the reduction of commute trips. For every 100 work-related Smart Trips, employees receive one paid day off. They also receive \$10.00 in cash for every 25 work-related Smart Trips. We have a Smart Trips bulletin board in our break room with a Whatcom County bicycle map, Smart Trips registration forms, safety information, and transit guides. We also display quarterly Smart Trip totals, both individual and company-wide, including the environmental and economic benefits resulting from those trips. Since January 1st, 2008 Wood Stone employees have completed 2,566 Smart Trips, eliminating 47,429 miles from being driven and saving 1,978 gallons of gasoline.

Outstanding Achievement by a Voluntary Employer Award

This award honors employers who have voluntarily made commitments to reducing daily drive-alone trips to the workplace. Award winners in this category are not required by law to participate in the state's commute trip reduction program. Receiving this award is a mark of foresight, good citizenship, and environmental responsibility.

Rings & Things

Management support and a highly motivated and creative ETC have been instrumental to the success of Rings and Things' voluntary CTR program. Many managers and supervisors regularly carpool, bike or ride the bus. The

owner, an avid user of commute alternatives and a lifetime bicyclist, believes in treading lightly on the earth by finding ways to be environmentally conscious in our consumer-driven society. CTR is just one of the ways this worksite found to encourage staff to use less resources. When relocating their business a few years ago, it was paramount to make commute alternatives a viable option for all employees by providing amenities and benefits. Among the services provided include on-site banking, flexible schedules, full kitchen, discounted bus passes, shower and lockers, casual dress days, telework program, washer and dryer, break room and relaxation room, in-house guaranteed ride home program, Indoor bike racks, bike pumps and tire patch kits, walking distance to restaurants and shopping and a \$50 budget for monthly incentives. ETC, Selina Shehan keeps the CTR program fun and fresh by promoting CTR through their intranet site, creating and displaying monthly posters on bulletin boards, holding special events with drawings for CTR participants and walking her talk by walking or rollerblading to work every day.

Sharp Microelectronics of the Americas, Inc.

Sharp Microelectronics of the America's recognizes our responsibility to conduct ourselves and our business in a manner to preserve and to protect people and the environment. Sharp is committed to meeting or exceeding applicable environmental regulations and requirements, prevention of pollution, enhanced environmental awareness, and continuous improvement within our organization. These items are addressed as part of our ISO 14001 Environmental Management System which has been in place since 1996.

Sharp's commitment to the environment extends to our involvement within the Commute Trip Reduction as a voluntary employer. Sharp Microelectronics of the America's not only promotes transportation options and incentives to our own employees, but has extended the opportunities to other divisions of Sharp which share the campus. For 2007/2008, Sharp chose to promote the CTR program internally with prizes that had a green component to them.

Program Improvement Award

This award honors employers that have recently made improvements to their program with a goal to achieve better results. New approaches and strategies are sometimes needed for program success and even successful programs cannot stand still. Award winners in this category have achieved results by being dedicated to the mission and continuing to work on their programs.

Clark County

With approximately 1,060 employees located at three worksites, Clark County's Pete DuBois, ETC, has had a significant impact on the improvement of the county's CTR program. Pete has increased the advertising for CTR significantly, as well as implementing new creative ideas. For employees who are not able to ride the bus regularly to work, Clark County implemented a new option for "bus when you can riders" providing daily passes and tickets for people who occasionally take the bus to work. They provide "Drive Alone Days" passes for alternative commuters who must drive alone on occasion. Clark County now offers fully subsidized carpool parking for employees who carpool at least four times per week. The county also has a FlexBike program offering two flex bikes that can be checked out

during the workday for going to meetings or appointments. Pete has also proposed some very innovative benefit proposals that are currently under consideration – including incentives for Alternative Commuters and Recognition Event for new commuters. Finally, Pete has updated the sustainability page on the county's intranet and it now includes links for CTR.

Hytek Finishes

Hytek Finishes, a unit of Esterline, is the largest independent supplier of specialized metal finishing, plating, anodizing and organic coating services for the aerospace and defense industries in the Pacific Northwest. Hytek is located in the Kent Valley and operates multiple work shifts. Even though Hytek is located in an area with extremely limited transit service, their company has managed to establish an innovative and successful CTR program by implementing a strong, heavily subsidized, Vanpool/Vanshare program. This past year Hytek added the FlexPass program to their employee benefits package. Since the implementation of FlexPass they have reduced their Single Occupancy Vehicle (SOV) travel amongst CTR affected employees by more than 50%. Hytek recently formed three new vanpools to serve their nightshift workers that are typically difficult to engage in the program. It is wonderful to see non-peak hour employees benefiting from CTR.

KPS Health Plans

KPS is a medical plan insurer and sells plans throughout Washington State. Its main office is located in downtown Bremerton where parking is becoming scarce and where the lack of parking is a frequent topic of discussion amongst KPS's Benefits Review Board. The nominated worksite, in Bremerton's Central

Business District, is served by several bus routes and KPS offers a generous commute-incentive program. Bus riders and vanpoolers can receive a subsidy to cover the cost of a monthly bus pass or vanpool costs and preferential parking spots are reserved for carpoolers. All KPS employees who commute to work other than by SOVs are guaranteed a free ride home in case of illness or an emergency. In addition these employees also have access to a car for personal errands during the work-day. KPS also offers alternative work schedules, flextime and telecommuting to encourage commuting.

Participants in KPS's CTR program receive quarterly incentives which start at \$15 and increase depending on additional commute costs. Prizes are also drawn quarterly at all staff meetings specifically for these participants. Commuters are also recognized in the corporate newsletter.

To create a further incentive for its employees, KPS a few months ago added a Smart Commuter Option of Today or SCOOT car to its CTR program. SCOOT vehicles are available to "smart" commuters, who are doing their part in combating air pollution and traffic congestion, for personal use during the workday. SCOOT cars can be used to go to lunch, doctor appointments or for other personal errands for which "smart" commuters would normally use a personal vehicle. "Smart" commuters commit to using alternatives at least three days a week and register with Kitsap Transit. When the SCOOT car debuted at KPS in May, this worksite had 35 "smart" commuters and today they have 58.

Washington State Department of Community, Trade and Economic Development

Washington State Department of Community, Trade and Economic Development (CTED) has achieved outstanding results in the single occupancy vehicle (SOV) rate measure in the 2007 CTR Survey. CTED achieved an SOV rate of 51% among the 368 employees located at its headquarters worksite, the lowest SOV rate of any CTR worksite in Thurston County. The agency credits their increase in CRT participation to a number of elements, including a CTED culture that supports sustainability and reduces the agency's impact on the environment. The agency has worked hard to increase awareness with education and communication by creating a CTR brochure that explains the program, defines the purpose, answers frequently asked questions and encourages participation. Recently an Internet site was created for easy access to all CTR forms and information. Other program elements include subsidies for transit and vanpool, covered parking spaces, cages, racks, or lockers for bicycles, clothes lockers, showers, on-site loading/unloading zone or shelter for non-SOVs, compressed work week and telework policies, as well as program elements common to all state agencies including Star Passes (bus pass) for employees and a Guaranteed Ride Home program. CTED employees share a great deal of pride in their contribution to improving air quality, reducing traffic and the carbon footprint by utilizing the CTR program.

State Agency Leadership Award

The CTR law directs state agencies to demonstrate leadership in trip reduction. This award honors state agencies that are meeting this challenge by being leaders in their state and community.

University of Washington, Bothell Campus

The University of Washington Bothell Campus offers a variety of transportation programming options allowing participants to make successful non-SOV commute choices. These options include a regional transit pass (UPASS), reduced parking fees for carpools, superior bike amenities, and additional monetary incentives for alternative commute modes. Understanding that options alone will not make “the difference”, their ETC, Ruth Honour, has excelled at CTR promotion, making sure her worksite is aware of all the elements of their CTR program by distributing this information to all employees as well as posting it on their website. In addition to this, she heavily promotes events such as Bike to Work Commute Challenges, Bike to Work Day, and Wheel Options. The University of Washington Bothell Campus’s last CTR Survey showed a decrease in SOV traffic by 14% and 10% decrease in VMT from their baseline survey, thus reducing negative regional environmental and roadway congestion impacts.

University of Washington, Seattle Campus

The multi-faceted and adaptable University of Washington U-PASS is a unique transportation program designed to reduce the University of Washington’s carbon footprint and minimize traffic impacts to the surrounding neighborhoods. U-PASS provides unlimited

access to public transit, but it is far more than a bus pass. U-PASS offers a package of flexible, low-cost transportation options for faculty, staff, and students. Features include a parking management component that subsidizes carpool and vanpool parking rather than single occupancy vehicle (SOV) parking. A key element to U-PASS’s success is the recognition that most people need to drive to campus occasionally—a program benefit is discounted parking for drivers who commute by more sustainable alternatives most of the time. U-PASS rewards bicycling and walking through programs that engage campus commuters in spirited friendly competition. The U-PASS package also includes discounts on bicycle and pedestrian safety equipment, an emergency ride home program for employees, the Night Ride shuttle, discounts on Zipcar, and a Merchant Discounts program. Each element is important in helping University employees and students overcome barriers to more climate friendly commute modes by expanding the options available to them.

University of Washington, Tacoma Campus

The University of Washington Tacoma has taken a refreshing approach to smart commuting. Under the leadership of employee transportation coordinator Jennifer Burley, the university in 2007 reduced the single-occupancy vehicle rate by 19 percent and vehicle-miles traveled by 20 percent. Although coordinating transportation for staff and faculty is only a small part of her job, Jennifer gives it extra effort, working hard to communicate with employees and help campus management understand and address issues around transportation. With Jennifer’s encouragement, UW Tacoma has hosted a

transportation forum, helped campus bicyclists get connected with the City, established a student commuter organization and organized a walking audit by one of the nation's leading experts in walkability. Campus leaders are also now considering transportation as they update the UW Tacoma Master Plan. In addition, the university is committed to rewarding faculty, staff and students who use alternate transportation methods to get to campus. Thanks to the hard work of Jennifer and her colleagues, more faculty and staff than ever before choose to take the bus or train, bike, walk or carpool instead of driving to work. Jennifer's help is also integral to the downtown Tacoma GTEC program.

Outstanding Employee Transportation Coordinator Award

This award recognizes the most important element of CTR: the employee transportation coordinator. Award winners in this category are effective personal travel agents that continuously help employees find their way to a commute alternative, often in the midst of other job duties. Enthusiasm, dedication, and organization are all qualities of an effective ETC.

State Farm Insurance

State Farm Insurances DuPont worksite houses 940 employees, 426 of which participate in their CTR program. The enthusiasm and performance of Cinda Waller as the State Farm's ETC is "over the top." She attends all the networks and trainings, where she is eager to share her ideas and knowledge with other ETCs. Her program keeps her busy as she supports 32 vanpool groups and growing. Cinda said she could increase vanpooling at her site if she could post maps that showed the origin of

their vanpools. She requested and Pierce Transit was able to produce these maps. Now other employers have a product they can request and use for vanpool promotions.

Management has always supported the program with financial incentives. Lately, Cinda has been successful in recruiting management as "Champions" for the CTR program. They are now helping her get the word out about smart commute options by either speaking at new hire orientations or talking to other managers. Plus, Cinda has been instrumental at providing CTR program start-up support at many of State Farm's branches around the state. She is currently assisting employees who live in Idaho and commute to their Spokane office. Cinda was Pierce County's 2007 Summit Award winner for "Best Continued Performance in CTR."

Outstanding Management Leadership Award

This award honors employers with strong management support, a key for program success. Leaders in these winning organizations "get it" and are serving their communities by building an organizational dedication to reducing drive-alone trips and vehicle miles traveled.

Alexandria Moulding, Inc.

Alexandria Moulding has specialized in the Manufacturing and Distribution of mouldings and related millwork products since 1943 throughout North America. Alexandria Moulding is a voluntary site due to the fact that they are located in the City of Moxee, WA, a rural area with an average one-way commute of 13 miles with many employees traveling well over 20 miles one way to work. Brian Curtin, ETC, introduced the CTR

Program to the company in March of 2004 and Alexandria Moulding immediately ran with it. Bob Rhines, the company's human resource director, has been a key champion of the CTR program. He and the management organization he represents totally embrace and understand the importance of the CTR program. They, as an organization, have enthusiastically and aggressively instituted the elements required to develop a successful CTR program. Within days of Alexandria Moulding becoming an affected employer, Bob was organizing his managers to make presentations to their employees regarding the advantages of the program to both the company and the employees. Within two weeks 13 carpools were created. As the benefits of the CTR program became evident to management at Alexandria Moulding, Bob was asked to introduce the program at their other plants throughout the U.S. and Canada. Alexandria Moulding could have opted out of the CTR program when they had the option to do so. They chose instead to continue with the program regardless of the challenge because "it was the right thing to do." It is a tribute to Alexandria Moulding's management and the company's mission to not only participate, but to excel in the CTR program.

Children's Hospital and Regional Medical Center

Seattle Children's Hospital has a record of achievement and a solid base of experience to utilize in building new transportation solutions. Since 2002, Children's has reduced employee single occupancy vehicle (SOV) trips from 68% to 38%. This progress is the result of employee incentives for car and van pools, transit, bicycling, walking and telecommuting, supportive leadership who are both dedicated

and enthusiastic, and a management strategy with three goals. These goals include minimizing the number of vehicle trips generated by Children's, limiting the amount of parking on or near campus, and taking a leadership role in creating innovative transportation strategies in the context of climate change.

Children's is currently planning to expand to serve children in a four-state service area who need highly specialized care, regardless of their family's ability to pay. While working to achieve this goal, Children's is committed to being good neighbors by minimizing the impact of operations on neighbors and the environment. One of the most important ways to meet that commitment is by reducing the number of automobiles that travel to and from Children's and park on or near campus.

2008 CommuteSmart Champion Award Recipients

The CommuteSmart Champion Award honors consistent, time-proven leadership in commute trip reduction. A “Champion” is a civic model who continues to contribute to solving regional transportation challenges. A winner organization demonstrates a lasting commitment to the well-being of its employees, the quality of life in its community, and protection of the environment.

Amgen

Amgen is committed to helping reduce traffic congestion and air pollution. They offer several options and incentives to encourage employees to commute by alternative means and their progressive thinking and commitment is paying off. At the Bothell worksite, 37% of the employees commute to work using a commute alternative and at their Helix site that number is an impressive 68%. Amgen currently has 26 vanpools coming to their worksites from King and Snohomish County, Vashon Island and Kitsap County. In addition, 80 Amgen staff use carpools to get to work. Much of their success can be attributed to the support of upper management. Their CEO provides budget and staff time to ensure their commuter program is the best it can be.

City of Olympia

The City of Olympia employs 561 workers in city offices at 13 worksites, with all but one of these worksites having less than 100 employees. The city’s strong commitment to CTR is reflected in its 2007 CTR Survey Results.

The Thurston Regional Planning Council (TRPC) held a Worksite Recognition event in February 2008 based on the results of the 2007 CTR Survey. At the time, Thurston County had approximately 85 CTR worksites and 12 Certificates of Recognition were awarded. Of those 12, seven were awarded to City of Olympia worksites. Of the eight worksites which met their CTR goal in Thurston County in 2007, five of these were City of Olympia worksites. A Certificate of Recognition was also awarded to a City of Olympia worksite for the “most progress achieved in 2007 for VMT rate compared to previous CTR survey” (down 51%) and a second City of Olympia worksite was awarded a Certificate of Recognition for the “lowest VMT rate in 2007 CTR survey” (5.0 VMT rate). Similarly, an analysis of the “top 10” worksites in Thurston County in four categories of measurement (i.e. a total of 40 listings), 17 of these were City of Olympia worksites. City staff working on CTR are well aware of the payoff of increased participation with ongoing investment in a strong CTR program. In June 2008, 102 city employees recorded taking an alternative mode to work. With about 560 employees, this is 18% of the city workforce using an alternate commute mode that month. This broke the city’s record of the number of employees participating in the CTR program in any given month.

Pitney Bowes

Overcoming barriers and balancing business needs to reach CTR goals is an important part of Pitney Bowes culture. With the help of Marie Peters, the highly engaged ETC for Pitney Bowes, this company creates a “roadmap” for employees to participate. Developing partnerships, communicating continually with employees and rewarding results are key to their success! Center Director, Paul Keil ensures broad management support for the CTR program. Flex time for employees using commute alternatives, supporting a guaranteed ride home program and launching a “Home Agent” pilot program to have employees work from home are just a few of the many benefits offered by Pitney Bowes. Knowing the importance and wanting to show other businesses the benefits of CTR, Paul Keil was a guest speaker at several different venues, including Spokane County’s Way to Go Awards Events, two different WSRO conferences and on a public TV station. With his knowledge and enthusiasm for CTR, his dedication in promoting it to ensure success and his outstanding communication skills, Paul has been asked and agreed to film his presentation to use for management support workshops in Spokane County and will also be offered statewide for other agencies to use. Pitney Bowes is a shining example of an employer who supports, invests and commits to the success of Commute Trip Reduction in Spokane County.

Congratulations to all the nominees and recipients of the 2008 Governor’s CommuteSmart Awards.

Learn more about trip reduction at www.wsdot.wa.gov/tdm

Re>invent Your Commute

The Washington State Department of Transportation is partnering with the Washington State Transit Association, transit agencies, businesses, and others on a new “Reinvent Your Commute” public outreach campaign.

Our mission is to raise awareness about commute alternatives and change the way people consider their commute. As gas prices continue to rise, more and more drivers are turning to alternatives. The “Reinvent Your Commute” campaign will prompt drivers to think about their options and give them information and tools to act.

The campaign will help create a unified effort for promoting the use of smart commute options such as riding or driving with others, riding the train or bus, bicycling, walking, or working from home.

We are still looking for additional contributions for “Reinvent Your Commute” so we can increase the visibility and length of the campaign. Contact WSDOT if you are interested in sponsorship opportunities.



We thank the following organizations already pledging support:

Contributor:

Ben Franklin Transit
Island Transit

Participants:

Ben Franklin Transit
City of Kirkland
City of Issaquah
Clallam Transit System
Clark County
Intercity Transit
International Federation of Professional and Technical Engineers, Local 17
Puget Sound Clean Air Agency
Sound Transit
Southwest Clean Air Agency
Washington State Ridesharing Organization
Yakima Transit

In-Kind Sponsors:

Bellevue Downtown Association
City of Burien
City of Liberty Lake
City of Redmond
Clear Channel
Grays Harbor Transportation Authority
Intercity Transit
Kitsap County
Kitsap Transit
Mason County Transportation Authority
Pierce Transit
Puget Sound Regional Council
Sound Transit
Tacoma-Pierce County Chamber of Commerce
Transportation Choices Coalition
Valley Transit
Washington State Department of Ecology
Washington State Department of Health
Washington State Department of Licensing



**Washington State
Department of Transportation**